CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 47, NO. 23 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | JUNE 4, 1955

A Record To Be Proud Of!

The record of any company is judged not only by its product and its success, but as well by the people who have written its history. One of the outstanding examples in our Industry, is the record of MGM, for the story of its people is also the story of the company itself.

MGM which for many years has been symbolized to the public at large and in our trade, by the roar of Leo The Lion, has behind it a smooth, efficient team of of personnel, that have made the symbol of the Lion, a household word. Approximately 23 men and women, all of them with 25 years and over in the service of first, Regal Films and today, Metro-Goldwyn-Mayer Pictures of Canada have served their company and our industry to the tune of over 745 years between them. This is a record of service that any company anywhere, in any industry can well be proud of.

The list that follows is a partial list of some of the above.

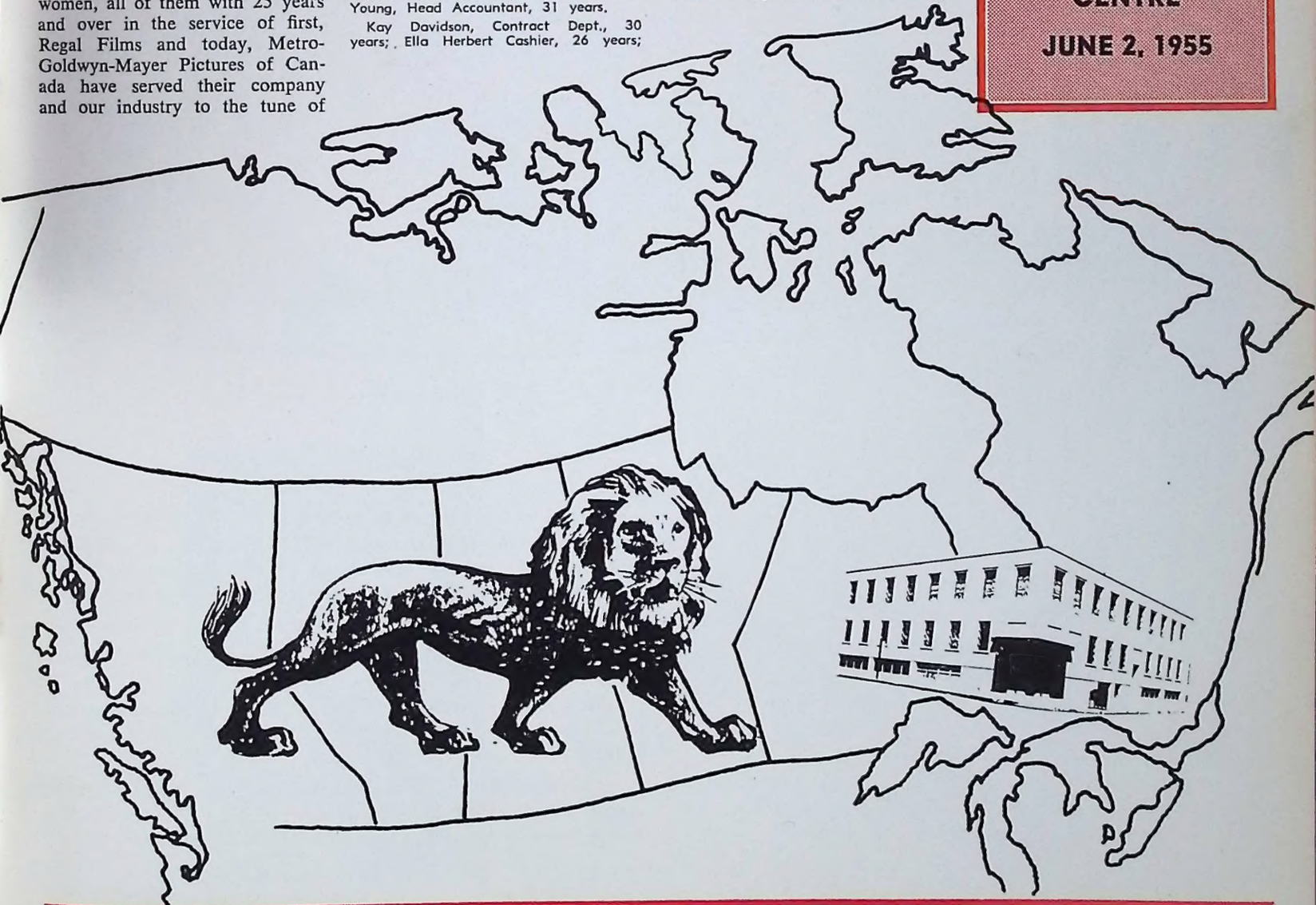
Henry L. Nathanson, President, 39 years; Hillis Cass, General Sales Manager, 37 years; Edna Smythe, Head Office switch board operator, 36 years; Claude Alexander, Comptroller, 32 years; Frank Young, Head Accountant, 31 years.

Kay Davidson, Contract Dept., 30 years; Ella Herbert Cashier, 26 years; Marie Collins, Executive Sect'y., 25 years; Olive Copleston, Contract Dept., 25 years; Eleanor Rossiter, 26 years; Anne MacLean, Chief Revisor, 27 years.

R. McBain, 31 years; Wm. Travers, 32 years; Dorothy Wilson, 32 years; Jean Malcolmson, Cashier, Calgary, 25 years; C. Ramage, Branch Manager, Vancouver, 32 years; H. C. Jackson, Head Booker, Vancouver, 33 years.

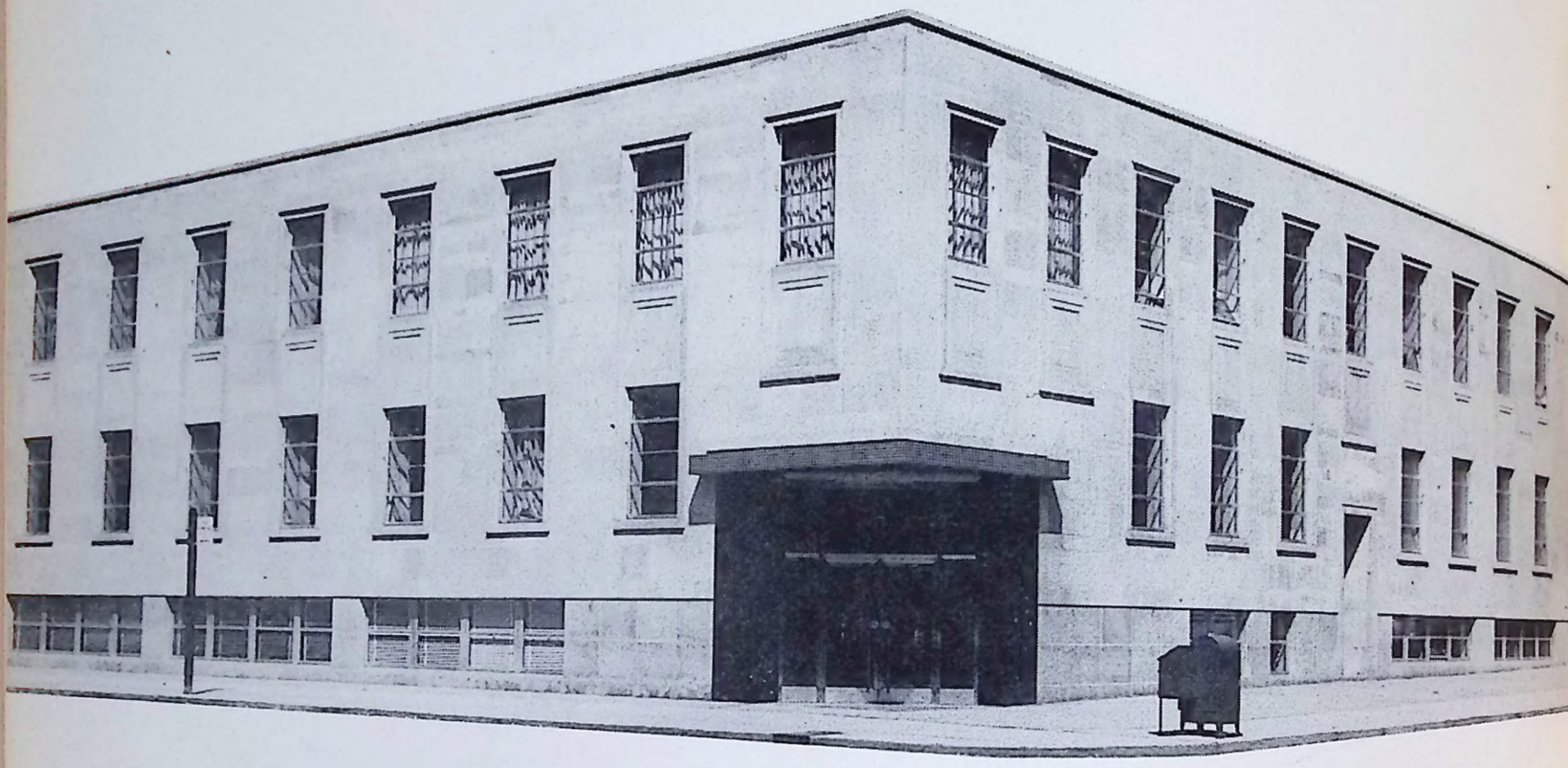
Eric Golding, Salesman, Saint John, 28 years; Ila Sheppard, Advertising Dept., Winnipeg, 25 years; Marcus Trester, Salesman, Winnipeg, 37 years; A. G. Levy, Branch Manager, Winnipeg, 37 years; Rosario Marcotte, Head Shipper, Montreal, 33 years; Abe Smith, Branch Manager, Saint John, 39 years; Bill Guss, Branch Manager, Montreal, 27 years.

MGM OPENS NEW FILM DISTRIBUTION EXCHANGE CENTRE JUNE 2, 1955



SPECIAL EDITION

METRO-GOLDWYN-MAYER PICTURES OF CANADA LTD.



We are indeed proud of our new office building and we consider it one of the finest and most modern exchange buildings on this continent. It is fitting, therefore, that we pay tribute to the men and organizations responsible for the construction and completion of this building.

First may I mention Mr. Harry Moskowitz, of the New York office, who let all the contracts and supervised the construction of this building.

Then our deep appreciation to Messrs. Kaplan & Sprachman, architects, who designed this very efficient, bright and spacious exchange building.

Also to Matthew L. Carroll Construction Company and Mr. J. A. Dineen, their local manager, and all of the various sub-contractors who were responsible for the erection of this splendid structure.

HENRY L. NATHANSON
President, Metro-Goldwyn-Mayer
Pictures of Canada Limited

"On the occasion of the opening of the new Toronto Exchange and the 35th Anniversary of MGM in Canada, I take this opportunity of sending a brief message to Canadian exhibitors.

"We have come a long way together in the film business and have much to be proud of. The basis of our business is good product well presented.

"The Canadian theatres have been noted for their progress in exhibition methods. Here at MGM we have high hope for our future attractions with plans that reach ahead several years.

"It is an expression of faith in our industry and this embraces faith in Canadian exhibitors."

NICHOLAS M. SCHENCK
President, Loew's Pictures, Inc.

"It is a pleasure to greet our friends and customers in Canada on the occasion of MGM's 35th Anniversary — the occasion also of the opening of our new head office and exchange quarters which were designed solely for the purpose of providing better service to the trade.

"I believe that this renewal of the physical aspects of MGM of Canada is the best demonstration we can give to you of our continuing faith in the industry and our belief that exhibitors of the entire country will prosper in future as they have in the three and one-half decades of MGM's existence."

CHAS. M. REAGAN
Vice-President and General Sales Manager, Loew's Pictures Inc.

"On behalf of Metro-Goldwyn-Mayer Pictures of Canada Limited, I take great pride in welcoming you to our new office. We are justly proud of it and feel that it is a credit to the motion picture industry.

"With the opening of our new building, we have headquarters worthy of our pictures and our prestige in this industry. At the same time, while we have endeavoured to give excellent service to exhibitors in the past, we feel that with this new efficient building and with more modern equipment we can do even a better job.

"There are no 'prophets of doom' in the MGM organization and we feel that the future is as bright and cheerful as our new building. As in the past, good product is the life blood of our industry, and there is every indication that we have pictures soon to be released that will increase greatly the attendance at your theatres.

"The faith and optimism that we have in the future of the motion picture business is proven by the erection at this time of a permanent home for MGM Pictures in Toronto."

HENRY L. NATHANSON,
President, Metro-Goldwyn-Mayer Pictures of Canada Limited.

"It is with a feeling of personal pride I welcome our Exhibitor friends to MGM's new film distribution-exchange centre in Toronto.

"As our destinies and fortunes have been correlated for more than 30 years, we hope that in our new modern quarters we can together continue to face the future with bright prospects, mutual understanding, and maintain your confidence in MGM, 'The Friendly Company' who have dedicated themselves to maintain a steady flow of top motion picture attractions that our Industry depends on so much for its success.

"New MGM outstanding attractions are currently being presented in theatres all over the country. I refer particularly to BLACKBOARD JUNGLE; THE PRODIGAL; MOONFLEET; LOVE ME OR LEAVE ME; INTERRUPTED MELODY; THE COBWEB.

"Early Fall SAMUEL GOLDWYN'S outstanding musical hit — GUYS AND DOLLS with a great cast will be available. Many other great story properties are in the preparation stage, and will soon be in production.

"From the new Canadian home of Metro-Goldwyn-Mayer may we continue to serve profitably all in the exhibition field."

HILLIS CASS
General Sales Manager,
Metro-Goldwyn-Mayer Pictures of Canada Limited.

New Metro-Goldwyn-Mayer Canadian Home Office, A Showplace

The new Metro-Goldwyn-Mayer Film Exchange Building on the north-west corner of Victoria and Gould streets in Toronto is a showplace for the very latest ideas in Film Exchanges. From its limestone facade to its acoustic ceilings, from its aluminum window sash to its stainless steel and marble stairs, nothing short of the ultimate has been used.

Since this building was situated on a corner lot, it was decided by the principals of the company that the entrance should be on a corner and its is through this corner entrance with stainless steel and glass doors that one arrives in a vestibule that is panelled from floor to ceiling in Rouge de Neuville marble. From the vestibule one enters the lobby with its Travertine marble floors, its Bottocino marble walls, its stainless steel and glass partitions and its built-in planting box full of luxurious foliage. This area is split into two levels so that, on mounting a few steps, one is confronted with the choice of going either to the Booking Offices (designed after the latest American methods) that are conveniently located off the upper part of the lobby, to the switchboard operator and the offices of the first floor (that house the Ontario Division of MGM), or on up a graceful flight of stainless steel and Travertine marble stairs to the second floor which houses the Executive Offices of MGM of Canada.

Entering the first floor, which has approximately 7,500 sq. ft., one cannot help but notice the cheerful sunlight that floods the private and general offices from the many large windows that are strategically placed to afford the optimum light. This is particularly noticeable in the Inspection department. In the office area the partitions are of metal and glass with the coloring baked on the metal part at the factory. This will help to keep the offices looking bright and shiny.

On this floor the Preview Room is also located. This room will seat thirty-six people in leg stretching comfort and is perhaps a preview of what is to come in theatre architecture of the future, as it is a scaled down version of a full size theatre, with a floor fall, concealed cove lighting. It is done entirely with acoustic plaster and is painted midnight blue with a lighter blue design on the edges of the coves.

The first floor also houses the Shipping Room, the Inspection Department, and seven explosion-proof film vaults. In the Shipping Room there is a stainless steel dumb-waiter that connects with the basement.

One enters the 6,000 sq. ft. Executive Offices of MGM Canada by continuing up the flight of stairs past the main lobby and on up into a smaller lobby. Again, the keynote is light and space. The second floor is ell-shaped as there is no building over the Shipping and Inspection areas, this space being left for the condenser of the air conditioning equipment (the building is completely air conditioned) and the exhaust from the explosion-proof chambers in the film vaults below. These chambers are like chimneys running up from the vaults only, instead of having a hole in the top they have a window with very thin glass on the side. The idea is that if there ever is an explosion the sudden rush of air will go up the chimney and force the window open so that the air can escape quickly without shattering the building.

It is on this floor that one discovers what the expression "Piece de resistance" was meant to describe—the private offices of Mr. Henry L. Nathanson and Mr. Hillis Cass. Mr Nathanson's office is panelled in a rich walnut that would be the pride and joy of the finest drawing room. Off this room there is a wash room in black vitrolite, and a built-in bar. Adjoining Mr. Nathanson's office (which by the way is a corner office and so has windows on two sides) is the office of his secretary.

Mr. Cass' office adjoining Mr. Nathanson's is also panelled in walnut, a point of interest being that the wood for this office was carefully and especially selected so that the pattern of the grain would not be the same as in the other office. This was done by actually receiving samples right off the log.

The basement is reached by either of the two stairs in the building and accommodates the Accessories Department, the Head Office for the Canadian Supply Department, as well as the Ontario and Canadian 16 mm. Head Offices, and the mechanical equipment of the building. Even in the basement the rooms are bright and cheerful as the windows are above the ground, in fact, semi-basement might be a better word to describe this area.

A word more about the general decoration of the building. Most of the floor areas are rubber tile done in large 18-inch squares in light greens, the color scheme is predominately shades of light and medimum green. The building structure is a reinforced concrete frame. The electric fixtures are instant start fluorescent that are recessed into the ceiling. There are also vaults on each floor to accommodate the needs of the offices.

To the north of the building is a paved, fenced-in parking area, both for the employees and customers.

REGAL FILMS PLANS TORONTO BUILDING

"Latest of the film exchanges planning to erect their own film building in Toronto, is Regal Films Limited, who last week revealed they have purchased a site at the corner of Gould and Victoria Sts., on which will be constructed a modern two and one-storey building. Two residences now on the property will be demolished. Kaplan and Sprachman are the architects, and plans call for a two-storey part facing the street, and the one storey part at the rear. Further details will be revealed in the near future, and construction will proceed as soon as a Federal license is obtained." *(Ed: Due to shortage of material and government restrictions the building was not started until June, 1954.)*

—DIGEST, May 9th, 1945

MR. HENRY L. NATHANSON'S OFFICE

MR. HILLIS CASS' OFFICE.

CHET FRIEDMAN
MGM's Canadian Director of Advertising, Publicity and Exploitation.

55 MGM Story Properties In Work For 1955-56 Schedule

MGM will reach a peak of production and employment in June, with 55 story properties in various stages of preparation for the company's 1955-56 schedule. MGM's story selection has been concentrated on assuring a stimulating diversification of pictures, featuring a wide variety of subjects treated in widely different ways.

The company's full star, executive, producer, director and writer creative talents, as well as its vast technical skills and artistic resources, will be utilized in the forthcoming productions.

A total of 32 writers are currently at work on screen plays of 28 productions, the largest number in the past two years, and 14 directors, a record number for the past three years, have been assigned to 19 pictures, with additional assignments to be made in the near future.

The list of properties contains the most important single group of pre-sold best sellers, New York stage hits and literary classics ever planned for production by any company at any one time.

Within the next six weeks, four major pictures will go into production. They are "Dianne," adapted from the unpublished novel by John Erskine, author of "Helen of Troy," starring Lana Turner and Pedro Armendariz, directed by David Miller and produced by Edwin H. Knopf.

"Kismet," New York musical hit in its 69th week on Broadway, starring Howard Keel, Ann Blyth and Vic Damone, directed by Vincente Minnelli, produced by Arthur Freed.

"I'll Cry Tomorrow," which headed the best-selling non-fiction lists for months, starring Susan Hayward, directed by Daniel Mann and produced by Lawrence Weingarten.

"Jeremy Rodock," an epic outdoor story by the author of "Shane," starring Spencer Tracy, directed by Robert Wise and produced by Sam Zimbalist.

Also scheduled for production in June is "Forever Darling," starring Lucille Ball and Desi Arnaz, their first film since the successful "The Long, Long Trailer."

Among the outstanding books planned for production are "Something of Value," Robert Ruark's sensational new novel of Africa, to star Grace Kelly; "Robin Hood," (musical version) starring Howard Keel and Jane Powell, to be directed by Stanley Donen and produced by Jack Cummings; "Ben Hur," immortal classic by Lew Wallace, to be directed by Sidney Franklin and produced by Sam Zimbalist; "The Female," starring Ava Gardner, to be directed by George Cukor and produced by Pandro S. Berman and "Mary Anne," starring Elizabeth Taylor, to be produced by John Houseman.

Indicative of the wide range of subjects to be filmed in the coming months are "The Last Hunt," action outdoor novel of the West during the last days of the vast buffalo herds, starring Robert Taylor and Stewart Granger.

"Lust for Life," adapted from Irving Stone's passionate and sensitive biography of the great Dutch painter, Vincent van Gogh, starring Kirk Douglas, to be directed by Vincente Minnelli, produced by John Houseman and written by Norman Corwin.

"The Tender Trap," brought to the screen from the New York stage hit, starring Frank Sinatra and "The Barretts of Wimpole Street," also the Broadway success, "The Teahouse of the August Moon."

Among the important MGM pictures already completed and which will be seen in theatres in the near future are:

"Interrupted Melody," starring Glenn Ford and Eleanor Parker, produced by Jack Cummings, based on the life story of Marjorie Lawrence; "The Prodigal," starring Lana Turner, Edmund Purdom and Louis Calhern; "The Marauders," starring Dan Duryea; "Love Me Or Leave Me," starring Doris Day and James Cagney; "Moonfleet," starring Stewart Granger, George Sanders and Viveca Lindfors; "The Scarlet Coat," starring Cornel Wilde, Michael Wilding, Anne Francis and George Sanders; "It's Always Fair Weather," starring Gene Kelly, Dan Dailey and Cyd Charisse; and "The King's Thief," starring Ann Blyth, Edmund Purdom, David Niven and George Sanders.

Currently in production are "Bhowani Junction," best-seller novel being filmed in Pakistan and England, starring Ava Gardner and Stewart Granger; "Quentin Durward," being filmed in France and England, starring Robert Taylor; "Trial," current best-seller novel, starring Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak and Katy Jurado and "Forbidden Planet," sensational science-fiction picture, starring Walter Pidgeon and Anne Francis.

LEO ROARS AROUND THE WORLD. A group of scenes from a few of the upcoming MGM releases. Top left: the sensational musical drama "Love Me Or Leave Me," in CinemaScope, starring Doris Day and James Cagney. Top Centre: "The Scarlet Coat," in CinemaScope, a colorful romantic drama with Cornel Wilde, Michael Wilding, Anne Francis and George Sanders. Top right: the exciting adventure drama, "Bhowani Junction," in CinemaScope, starring Ava Gardner and Stewart Granger. Centre left: in CinemaScope "Quentin Durward," with Robert Taylor. Below this a scene from the CinemaScope "The Bar Sinister," a comedy with Edmund Gwenn and MGM's new canine star, Wildfire. Centre right: "The King's Thief," with Ann Blyth, Edmund Purdom and David Niven, in CinemaScope, and below this "The Cobweb," in CinemaScope with the star cast of the year, Richard Widmark, Lauren Bacall, Charles Boyer, Gloria Grahame and Lillian Gish. Bottom left: the Stewart Granger starrer in CinemaScope, "Moonfleet." Bottom right: "It's Always Fair Weather," CinemaScope with Gene Kelly, Dan Dailey, Cyd Charisse and Michael Kidd.

LOEW'S TORONTO THEATRES

Salutes

Metro-Goldwyn-Mayer Pictures of Canada

on the occasion of their

35th ANNIVERSARY

AND ON THE

opening of their beautiful, new and modern exchange

The North Star

"More Stars Than There Are In Heaven" has always been a catchline applied to the Metro-Goldwyn-Mayer studio in Hollywood, over the years. One of these stars has shone bright and consistently throughout the development of MGM in Canada, the star of Henry L. Nathanson, whose life story is in essence the story of MGM in Canada.

Our story starts back some 40 years ago to 1915 or 1916 when the late N. L. Nathanson operated the old Regent Theatre on Adelaide Street, Toronto. Because of his difficulty in obtaining good first run product for the Regent, N. L. Nathanson in conjunction with the late J. P. Bickell decided to go into the distribution business.

A company was organized and named Regal Films, and with the late Al Aronson, Mr. N. L. Nathanson arranged for the distribution of World Pictures. A few years later Regal Films acquired the franchise for Goldwyn Pictures and in 1918 a deal was made for the distribution of Metro Pictures.

Shortly before this the late Marcus Loew took over the old Metro company. A year or two later he named it Metro-Goldwyn-Mayer, at which time he, Nicholas Schenck and N. L. Nathanson closed a deal for the franchise of MGM product for Canada.

With the advent of Metro product in the Regal releasing roster, Metro films became the company's main source of product, although it continued to handle British and other films during the following years. During this period Phil Kaufman was General Manager of Regal, leaving in 1923 to join Warner Bros. foreign department. Henry Nathanson who up to this time had been Regal's Western manager, moved to Toronto and shortly after Kaufman's departure became the company's General Manager.

Names well known in our industry have during the ever developing history and growth of the company headed Regal's sales force. The late Walter Hayner who was Sales Manager from 1925 until his death; Gordon Lightstone followed, staying until 1941; followed by the late Ted Gould, to the company's present General Sales Manager, Hilly Cass, who succeeded Ted Gould in 1953.

In June 1941, with the resignation of N. L. Nathanson from Famous Players, the Loew's Inc. decided to operate its own exchanges in Canada and the company reorganized, becoming Regal Films Corp. (1941) Ltd. with Henry Nathanson as President. All product beside MGM previously handled by the old company was eliminated and the firm became in its entirety an MGM company. In 1944 the name was changed to Metro-Goldwyn-Mayer Pictures of Canada Ltd., with Henry L. Nathanson as President.

Canadian Sales And Home Office Staff

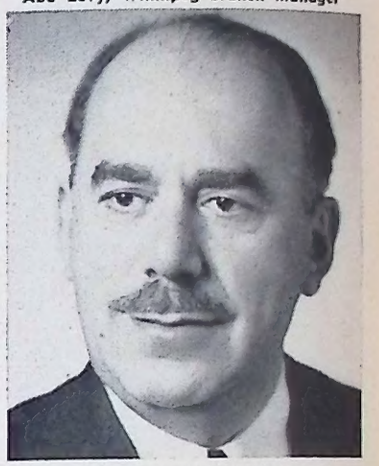
A view of one section of the Toronto Exchange Office, first floor.

A portion of the second floor is seen above.

Garfield Cass, Toronto branch manager

Abe Levy, Winnipeg branch manager

Chas. Ramage, Vancouver branch manager



William Guss, Montreal branch manager

Al Genashe, Calgary branch manager

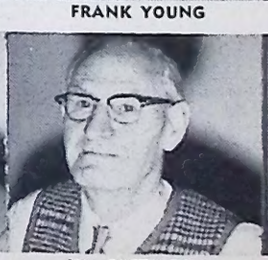
Abe Smith, Saint John branch manager

REG WILSON

FRANK YOUNG

DOROTHY WILSON

CLAUDE ALEXANDER



JIM EASTWOOD

HILDA CUNNINGHAM

FAMOUS PLAYERS CANADIAN CORPORATION

extends

Congratulations

to

METRO-GOLDWYN-MAYER PICTURES OF CANADA LIMITED

OUR CONGRATULATIONS

M - G - M

METRO-GOLDWYN-MAYER
PICTURES OF CANADA LIMITED

ON YOUR 35th ANNIVERSARY AND THE OPENING
OF YOUR NEW BUILDING

★ ★ ★

MOORE
BUSINESS FORMS LTD.

"THE RIGHT BUSINESS FORM FOR EVERY FORM OF BUSINESS"

MGM CELEBRATES 35th ANNIVERSARY AS LEO THE LION ROARS INTO NEW HEAD OFFICE EXCHANGE BUILDING

DSEL roars congratulations to everyone at MGM, Toronto — And so that Leo's roars will not disturb the hard-working office staff — DSEL installed the world's most attractive and efficient sound conditioning material — **CELOTONE** — to reduce the roar to a whisper — lessen fatigue and insure that the MGM staffers will not knock themselves out bringing you movies that are better than ever.

DOMINION SOUND Equipments Limited

HEAD OFFICES: 4040 St. Catherine Street West, Montreal. BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Congratulations
and
Best Wishes
on your
Thirty-fifth
Anniversary

CONSOLIDATED THEATRES LTD.
MONTREAL

LOEW'S
PALACE
CAPITOL
PRINCESS
ORPHEUM
ALOUETTE
Theatres

COMPLIMENTS OF

Brooks Marble & Tile Co. Ltd.

AND

Ontario Marble Co. Ltd.

250 MADISON AVENUE
TORONTO, ONTARIO
WA. 4-7141

CONGRATULATIONS
TO
METRO-GOLDWYN-MAYER
From

PRINCE and ROBERTS

61 CHARLES ST. W.
Toronto

•

SUPPLIERS OF
INTER-OFFICE
COMMUNICATIONS

WE JOIN OUR MANY FRIENDS
IN THE MOTION PICTURE
INDUSTRY IN WISHING

Metro-Goldwyn-Mayer Pictures of Canada Limited

UNLIMITED YEARS OF SUCCESS AND THANKS FOR THEIR GREAT CONTRIBUTION IN MAKING MOTION PICTURES OUR MOST ENJOYABLE ENTERTAINMENT

ASSOCIATED SCREEN NEWS LIMITED

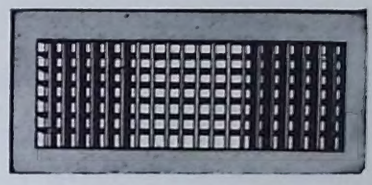
MONTREAL TORONTO

to M. G. M.

WARM CONGRATULATIONS ON YOUR NEW "COOL" LOCATION

Hart & Cooley Mfg. Co. of Canada Ltd. joins the motion picture industry in congratulating Metro-Goldwyn-Mayer on the occasion of the opening of the new Head Office Exchange Building.

Modern . . . cool and comfortable throughout with Hart & Cooley AEROFUSE Ceiling Diffusers . . . Hart & Cooley TRI-FLEX Grilles and Registers.



H&C

HART & COOLEY MFG. CO. OF CANADA LTD.

BRANCH OFFICE
McARTHUR ST., WINNIPEG, MAN. FORT ERIE, ONTARIO

We extend our heartiest congratulations to

METRO-GOLDWYN-MAYER PICTURES OF CANADA LIMITED

on their

THIRTY-FIFTH ANNIVERSARY AND THE OPENING OF THEIR NEW HEAD OFFICE EXCHANGE

•

PHOTO ENGRAVERS & ELECTROTYPERS LIMITED

Montreal Ottawa Toronto London Windsor

Congratulations

☆

York Building Supply Co. Ltd.

QUALITY CONCRETE AND CINDER BLOCK

☆

6206 Yonge St. Toronto

LOOK looks at M-G-M's "LOVE ME OR LEAVE ME" and loves it!

In its issue, out May 31st, LOOK Magazine runs a 2-page spread with beautiful color art on "LOVE ME OR LEAVE ME." Be sure to display it in your lobby. It will help sell tickets. With permission of LOOK we reprint the following:

"A true story of a singer and a gangster makes a fine film.

'LOVE ME OR LEAVE ME' is based on the life of a singer of the 1920s, Ruth Etting. This M-G-M film tells a story of her marriage to a racketeer, Martin (the 'Gimp') Snyder, and the real names of both are used. The 'Gimp' is shown promoting Ruth's career by strong-arm tactics. Their relationship is dramatized with such explosive realism that audiences are never sure how the picture will end — a novelty for biographical movies. Under director Charles Vidor, Doris Day and James Cagney give dazzling performances as the mismated pair."

Typical of LOOK's dramatic photo captions:

"I'll kill you if I ever catch you hanging around her!" The "Gimp" (James Cagney) bursts into the house of a musician friend (Cameron Mitchell), looking for runaway Ruth (Doris Day). All three participants in this show-business tragedy are still living.

*

And Redbook picks it as "Picture of the Month." And loves it!

PRESS TIME FLASH!
Coronet Magazine names it "The Month's Best!"

Song Hit Records Fill The Airwaves! Publicity Breaks Every Day! Terrific Ad, Radio, TV Campaign!

*

M-G-M presents in CINEMASCOPE and COLOR

DORIS DAY • JAMES CAGNEY

In

"LOVE ME OR LEAVE ME"

Co-Starring **CAMERON MITCHELL**

With **ROBERT KEITH • TOM TULLY**

Screen Play by **DANIEL FUCHS and ISOBEL LENNART**

Story by Daniel Fuchs • Photographed in EASTMAN COLOR

Directed by **CHARLES VIDOR** • Produced by **JOE PASTERNAK**

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)